SHRM’s Student Merit Award program encourages the development of more effective student chapters and recognizes outstanding activities and projects. For the 2017-18 academic year, we’re continuing with a streamlined submission process to aid in more efficient completion of your annual report. We are using an “honor system” approach, recognizing that ethical behavior is a key competency for any HR professional — as well as any student who is aspiring to a career in the HR field!

Within this document, your student chapter can affirm its Chapter in Good Standing status by completing Section 1. Section 2A includes items that reflect effective chapter leadership and operations. Section 2B reflects chapter programs and initiatives that are the basis for the Student Merit Award program. Although Section 1 is required of all chapters and Section 2 is optional, we encourage you to complete both sections to be eligible for award consideration.

Your student advisor and the SHRM membership division staff are here to assist you. Please don’t hesitate to call on us if you have any questions.

Elissa O’Brien, M.S., SHRM-SCP
Vice President, Membership
Society for Human Resource Management
INFORMATION & INSTRUCTIONS

• Review this planning workbook with your chapter board and advisor.

• The program year is defined as April 1, 2017, through March 31, 2018. Although the submission deadline is April 15, 2018, all activities must take place during the program year, unless the activity is for multi-year projects.

• All activities should be completed by students, not professional members, advisors or faculty.

• Completion of Section 1 is required of all student chapters to remain an active chapter in good standing.

• To be eligible for a Student Merit Award, all chapters must:
  – Complete all items in Section 1 and 2A
  – Complete the minimum number of activities designated for the award sought in 2B, and
  – Submit a year-end report by April 15, 2018

• Honorable Mention, Merit and Superior Merit Awards are given based on the number of activities and projects completed. In addition, up to 12 chapters are recognized with an Outstanding Student Chapter Award for a specific project or activity that distinguishes it from other chapters. Chapters wishing to be considered for the Outstanding Student Chapter Award must meet additional eligibility requirements, select ONE initiative for submission and complete the Outstanding Student Chapter Award portion of the online year-end report.

SUBMITTING YOUR YEAR-END REPORT

• Complete your online year-end report and submit it no later than April 15, 2018. Only reports submitted online by the deadline will be accepted.

• An activity may be counted only once.

• Both the chapter president and the student advisor must review and approve the contents of the year-end report before submitting it to ensure accuracy of the achievements listed.

• All year-end reports will be reviewed and evaluated by SHRM staff.

• SHRM reserves the right to conduct random audits to ensure the accuracy and integrity of the program.
This section includes the basic requirements for a student chapter to remain in good standing and is required of ALL student chapters, regardless of award eligibility.

1.1 We will meet and maintain the minimum affiliation requirement of eight (8) national SHRM student members throughout the year.

- Your chapter is required to maintain your own chapter membership roster, containing information about the students who have joined your chapter, including SHRM membership ID numbers.
- A list of the SHRM student members currently coded to your chapter is available upon request by e-mailing SHRMStudent@shrm.org.
  - To update this list, regularly submit a Student Chapter Roster Update Form. The form can be found in the Student Chapter section of the Volunteer Leaders Resource Center (VLRC).
- SHRM will verify that eight (8) student SHRM members (minimum) are coded to the chapter in our database.

1.2 We will complete a 2017-18 Student Chapter Information Form (SCIF) and submit it to SHRM by June 1, 2017, to identify incoming chapter board leadership and our student chapter advisor.

- This form can be found in the Student Member Center of the Volunteer Leaders Resource Center (VLRC) at www.shrm.org/students.
- The chapter advisor must be a current SHRM professional, general or associate member, and the chapter president must be a current SHRM student member during his or her entire term of office.
- Inform SHRM headquarters any time there is a change in chapter leadership.
- This will be verified from the information provided on the SCIF submission.

1.3 We will correctly and consistently display the current SHRM “AFFILIATE OF” logo on our website, chapter letterhead, banner, publications and products.

- The logo may be downloaded at the Volunteer Leaders Resource Center.
- The current “AFFILIATE OF” logo includes the registration symbol (®) in the upper right corner. The logo with the Trademark (™) symbol is incorrect.

- Chapter websites and printed documentation will be randomly audited for correct usage of the “AFFILIATE OF” logo.
1.4 During the 2017-18 program year, we will hold a minimum of four (4) board meetings and a minimum of four (4) educational events that are organized and led by the student chapter.

- Each educational program must be at least 30 minutes in length to qualify.
- Ensure programming and professional development offerings are designed to enhance the education, experience, networking and engagement opportunities for members.
- When planning for the year, consider a variety of programming topics and formats to engage students.

1.5 We will submit any changes as they occur to our membership roster on the Student Chapter Roster Update Form. This form must be submitted at least once during the merit award year, but no later than March 1, 2018.

- SHRM recommends at least two submissions to maintain accurate records, once during the fall semester by October 15, 2017, and again for the spring semester by March 1, 2018.
  - The Student Chapter Roster Update Form can be found in the Student Chapter section of the Volunteer Leaders Resource Center (VLRC) at www.shrm.org/students.
- This form asks the chapter to identify all SHRM student members who have left the chapter or graduated and provide a list of the new SHRM student members who have joined the chapter. Please include the individual's name, SHRM membership ID number and the action requested (i.e., add to the chapter/remove from the chapter). This is necessary to ensure that the chapter is maintaining minimum affiliation numbers and that SHRM's and the chapter's member records are aligned.
- To see a list of all SHRM members coded to your chapter in the SHRM database, e-mail SHRMStudent@shrm.org.

**Helpful Hint:** The chapter should submit this form regularly throughout the year as new SHRM student members join and existing members leave the chapter.

**REMINDER:** All chapters, regardless of award eligibility, must complete all five (5) items in Section 1 and submit this as part of the year-end report to remain an active chapter in good standing. Chapters wishing to pursue SHRM Student Merit Award status, which is optional, must also complete Section 2.

**GREAT IDEAS FOR PROGRAMMING!**

- Plan and implement a joint chapter activity through partnership with another SHRM student chapter or another student organization.
- Select an article from *HR Magazine* and hold a discussion group with chapter members, or with students in your HR program or school of business, to exchange ideas and strengthen your knowledge of current issues affecting HR practitioners.
  - This may be done virtually or in person.
  - This may be done as a classroom project in an HRM program.
- Consider contacting your local professional SHRM chapter to inquire about possible speakers. Guest speakers and panel discussions are popular options for chapter programming.
  - The SHRM State Council and Chapter Directory can be found at www.shrm.org/chapters
- Use one of the SHRM Foundation DVD series as a program.
- Consider asking chapter alumni, professional chapter members or SHRM staff members to participate in chapter events, facilitate a chapter program, serve as chapter speakers, assist with fundraisers or serve as mentors. They're often willing to help!
The three items in Section 2A demonstrate chapter leadership and sound operational practices. These three items must be completed in order to pre-qualify for an award with the activities that start in 2B. The skills and knowledge learned through this work will benefit chapter leaders as well as ensure the chapter’s future success.

2A.1 During at least one board meeting, we will provide each board member with the SHRM Student Chapter Operations Manual and the opportunity for the leadership to transition, plan and review the chapter’s bylaws (these may be done simultaneously).

- To locate the SHRM Student Chapter Operations Manual as well as planning and bylaw resources, please visit the Student Member Center of the Volunteer Leaders Resource Center (VLRC) at www.shrm.org/students. You do not need to submit your bylaws annually. Bylaws should only be submitted if you are requesting a change.

2A.2 We will create and implement a Student Chapter Operating Plan for the award year.

- This plan should address programs, membership and other activities for the year.
- Be sure to create a Membership Acquisition and Retention Plan that includes the following:
  - An update to existing/prospective members about SHRM membership benefits.
  - Activities related to acquiring and retaining members and converting student members to professional SHRM members.
- Your goals should be SMART: Specific, Measurable, Achievable, Results-focused and Time-bound.
- Create this plan at the beginning of the award year so that it guides your chapter activities and goals.
- Communicate the plan to your members and update them on the status as often as possible.

2A.3 We will create or maintain a chapter website/webpage and include a hyperlink to SHRM’s home page (www.shrm.org).

Include a direct link to the SHRM Student Membership Online Application at www.shrm.org/students as well as the chapter’s social media presence on Facebook, LinkedIn, Twitter or similar social media platforms.

- The chapter’s website should be different from its social media presence.
- The website/webpage can be hosted by the university or on other platforms such as wordpress.com, blogger.com or other sites.
- Web information should be current at all times for maximum effectiveness.
- List chapter leaders and their contact information on your website.

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**GREAT IDEAS!**

- Encourage all students to post or respond on one of SHRM’s social media platforms, including Twitter, Facebook or LinkedIn. This is a great way to engage members and inform them about the HR profession, trends, resources, career guidance, mentoring, internships, etc.

- When you are tweeting, include the #SHRMStudent hashtag!
SHRM student chapters are recognized for their achievements and exemplary activities during the award year through the Student Chapter Merit Award program. Projects and activities include items focusing on chapter programming/career development, community-based chapter activities, and SHRM affiliate support. The number of activities completed in 2B determines the award given in the section.

CHAPTER PROGRAMMING/CAREER DEVELOPMENT

2B.1 We will plan and implement a two-hour HRM-related workshop, seminar or conference event either independently or in partnership with a SHRM professional chapter.

- See item 1.4 for programming ideas.

2B.2 Our chapter members will attend an external professional workshop, seminar or conference event on HRM and share information with the membership.

Events include, but are not limited to:
- A SHRM Chapter or State Council annual, leadership or student conference.
- The SHRM Annual Conference & Exposition.

2B.3 Our chapter members will compete in a student HR competition sponsored by a local SHRM professional chapter or SHRM State Council.

- A minimum of two team members must compete on the team.
- Note: If the event occurs after the March 31 deadline for this award year, but if your team is registered by the March 31 deadline for this award year, please indicate that you are participating to receive credit during this award year.

2B.4 Members of our chapter will participate in internships, mentorships, company visits and job shadow opportunities OR the chapter will promote job openings to all members in print and/or electronic formats.

- Programs can be a university-based program, a SHRM professional chapter program, or an independent chapter-organized program or equivalent.

GREAT IDEA!

SHRM has formed an alliance with Internships.com to provide student members with free access to career-building tools, company directories and exclusive HR internship opportunities across the country. Visit www.internships.com/group/shrm for more info!
2B.5 We will publish a chapter newsletter in print and/or electronic format OR submit an article to a university newsletter or website or to a professional chapter about advancing the HR profession.

- Ideas for newsletter content:
  - Post upcoming chapter meetings and campus events in print and/or electronic formats.
  - Promote chapter activities in local newspapers, college newspapers, local professional SHRM chapter newsletters and/or other community publications.
  - Promote SHRM activities, such as local, state, regional or national conferences, in your chapter newsletter and/or on your chapter website.
- Articles must be written by members of your chapter and should not be research papers written for a class.

2B.6 We will participate in a campus career fair to create an awareness of the HR profession to non-HR majors OR coordinate OR participate in a high school or middle school career fair to create an awareness of the HR profession.

- Sample activities include: in-class presentations, participation in campus activity fairs.
- Events must specifically promote the HR profession.

2B.7 We will create and implement a fundraising plan for the chapter.

- This plan should list, in detail, the types of activities your chapter will undertake for fundraising during the 2017-18 award year.
- Consider various sources of funding, such as your university, chapter dues, fundraising events, and sponsoring professional SHRM chapters and/or state councils.

2B.8 We will plan and implement a project that supports the community and promotes advocacy/legislative action.

- Supporting the community may include activities such as collecting books for a literacy program, providing school supplies to a local elementary school, holding a clothing or food drive, sponsoring/participating in a blood drive, etc.
- Engage in legislative activities by sending letters (online or hard copy) to a local, state or national legislator to communicate a position on legislation affecting the HR field.
  - You may refer to SHRM’s online letter-writing tool found on the SHRM website.
- Participate in a local, state or federal issue or candidate campaign, or another advocacy activity.
SHRM AFFILIATE SUPPORT

2B.9 We will promote the SHRM Student-to-Professional Membership Program to graduating SHRM student members, encouraging student members to continue their SHRM membership post-graduation.

- This program gives qualifying members a deep discount on professional SHRM dues for the first two years following graduation.
- Information can be found in the Student Chapter section of the Volunteer Leaders Resource Center (VLRC) at www.shrm.org/students.

2B.10 We will educate chapter members on the SHRM Competency Model and promote the benefits and value of competency-based career development resources.

Methods of promotion may include:

- Giving presentations about the SHRM Competency Model.
- Leveraging social media, newsletters or other electronic mediums to promote the SHRM Competency Model and related competency-based career resources.
- Holding a chapter meeting centered around a particular technical or behavioral competency.

Information about the SHRM Competency Model is available at www.shrm.org/hrcompetencies.

2B.11 We will promote the benefits and value of the SHRM Certified Professional (SHRM-CP®) certification and encourage chapter members who are eligible to prepare and sit for the exam. NOTE: Beginning with the 2017 winter testing window, students enrolled in an HR degree program at an educational institution aligned to SHRM’s curriculum guidelines are eligible to apply for the SHRM-CP exam. Eligible students must be in their final year of study in the HR degree program and have a minimum of 500 hours of relevant HR experience.

Methods of promotion may include:

- Giving presentations about SHRM-CP and SHRM Senior Certified Professional (SHRM-SCP®) certification.
- Using social media to announce upcoming exam dates to your chapter network.
- Promoting the exam in your student newsletter or e-newsletter.

Information about the exam is available at www.shrmcertification.org.

2B.12 We will support the SHRM Foundation by contributing $25 from the chapter’s funds during the 2017-18 award year and promoting the Foundation’s programs (i.e., scholarships, Advisor of the Year Award or the Susan R. Meisinger Fellowship for Graduate Study in HR) to our chapter members.

- To donate online or for additional information, visit www.shrm.org/foundation. All academic and certification scholarships are now open to any eligible SHRM member: student or professional.
SHRM thanks students, advisors and chapter leaders for their hard work in designing and implementing innovative programs that advance the HR profession and serve the future HR professional. Best wishes for a successful 2017-18 award year.

AWARD ELIGIBILITY AND SCORING

SHRM recognizes chapter achievement by awarding designations at three different levels. Your year-end report will serve as your application for award consideration.

HONORABLE MENTION

To be eligible for an Honorable Mention designation, your chapter must:

• Affirm your Chapter in Good Standing status by completing all 5 items in Section 1
• Complete all 3 items in Section 2A and
• Plan and implement a total of 4 activities or projects in Section 2B.

MERIT AWARD

To be eligible for a Merit Award, your chapter must:

• Affirm your Chapter in Good Standing status by completing all 5 items in Section 1
• Complete all 3 items in Section 2A and
• Plan and implement a total of 5-8 activities or projects in Section 2B.

SUPERIOR MERIT AWARD

To be eligible for a Superior Merit Award, your chapter must:

• Affirm your Chapter in Good Standing status by completing all 5 items in Section 1
• Complete all 3 items in Section 2A and
• Plan and implement a total of 9-12 activities or projects in Section 2B.

For assistance, please e-mail SHRM’s Membership team at SHRMStudent@shrm.org or refer to the student programs website at www.shrm.org/students.
The Outstanding Student Chapter Award recognizes specific chapter projects and activities that distinguish them from other chapters. SHRM will present up to 12 Outstanding Student Chapter Awards for the 2017-18 award year.

Award winners receive an inscribed plaque, a certificate for the chapter advisor and chapter president, and a special “Outstanding Student Chapter” graphic to proudly display on the chapter’s website. These chapters will also be featured on the SHRM student programs website.

There will be no monetary award. Award winners will be recognized at the SHRM 2018 Annual Conference & Exposition in June.

AWARD ELIGIBILITY

To be eligible for an Outstanding Student Chapter Award, your chapter must:

- Affirm your Chapter in Good Standing status by completing all 5 items in Section 1
- Meet the qualifications for Superior Merit Award status by completing all 3 items in Section 2A and 9-12 activities or projects in Section 2B
- Complete the Outstanding Student Chapter Award application form, providing additional detail regarding a successful project or activity undertaken by the chapter during the program year.

Significant achievement in the following broad categories will be recognized:

- Career Development
- Campus/Community Service
- Innovation/Technology
- Research
- Programming/Education
- SHRM national Student Membership Acquisition/Retention
STANDARDS OF EXCELLENCE

The SHRM Outstanding Student Chapter Award reflects the best that our affiliated student chapters have to offer. Select one standard from the list below that best describes your initiative’s submission and incorporate this standard in your application.

- Significant technical or professional impact on the HR profession.
- High levels of originality or innovation that clearly identify your student chapter as creating an enhancement or solution to a significant issue or problem.
- Outstanding leadership and coordination of effective activities.
- A program that produced significant results and enabled your chapter to meet key benchmarks and schedules that otherwise would not have been completed.
- Improved program, service and product quality—or member satisfaction—to a degree that significantly increased membership and revenue and/or reduced costs.
- Provided an important addition or amendment to the SHRM portfolio of programs, products and services.

Please note: It is unlikely that any one program will satisfy every standard mentioned above, and some achievements may reflect qualities other than those listed here.

What type of programs might qualify for Outstanding Student Chapter Award consideration?

The Selection Committee looks for innovative projects created and implemented by the student chapter. Special consideration is given to those successful programs that are readily transferable to other student chapters. Examples include, but are not limited to:

- A program designed to assist in the transition from college to career.
- An effort to provide innovative support to a professional chapter or state council.
- A creative program designed to meet the career development needs of individual members.
- An outstanding contribution to the strategic direction and programs of SHRM.
- A new program to foster the quality process or competitiveness of your chapter.
- A program that provides innovative support and guidance to a local community organization.
- Research conducted about the HR profession.
OUTSTANDING STUDENT CHAPTER AWARD APPLICATION

For Outstanding Student Chapter Award consideration, chapters must provide the information requested via the online year-end report.

Each application should include an Executive Summary that will serve as an introduction. The remainder of the application should answer the following questions. The application should be as thorough as possible, but no more than 800 words in total. Remember to include the category and standard that best correlates with your award submission.

• Why was the program created? What were the program objectives and goals?
• Who participated in the implementation of your program, and how was the program implemented?
• Was the program effective? What metrics were used to measure, and who benefited from your program?
• What makes your program deserving of an Outstanding Student Chapter Award?

ALL APPLICATIONS MUST BE SUBMITTED ONLINE BY APRIL 15, 2018, IN ORDER TO BE CONSIDERED. NO HARD COPY SUBMISSIONS WILL BE ACCEPTED.

Both the chapter president and the student advisor must review and approve the contents of the year-end report before submitting it to ensure accuracy of the achievements listed.